

# Your Plymouth Scrutiny Panel

## 13 July 2015



# Customer Service Transformation Programme



# The purpose of this update



- Inform the panel of the Customer Service Transformation Programme's successes so far;
- Inform the panel of the Programme's current activities;
- Provide the panel with information to assist the panel agreeing its 12 month work programme;

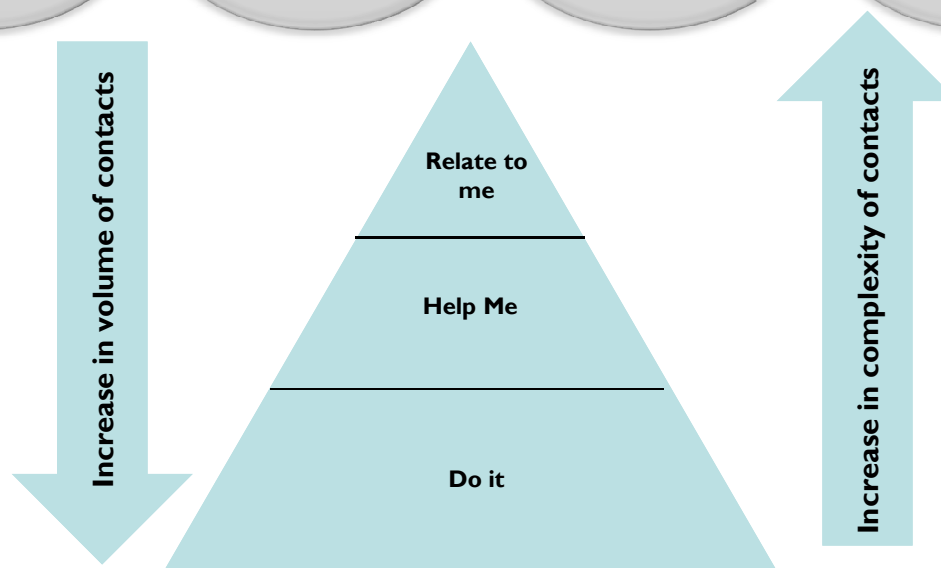
# Customer Service Strategy is driving the programme



The Customer Service Strategy outlined the Council's commitment to improving services across five key themes:



And across our different contact types:



# Digital Services - Requirements

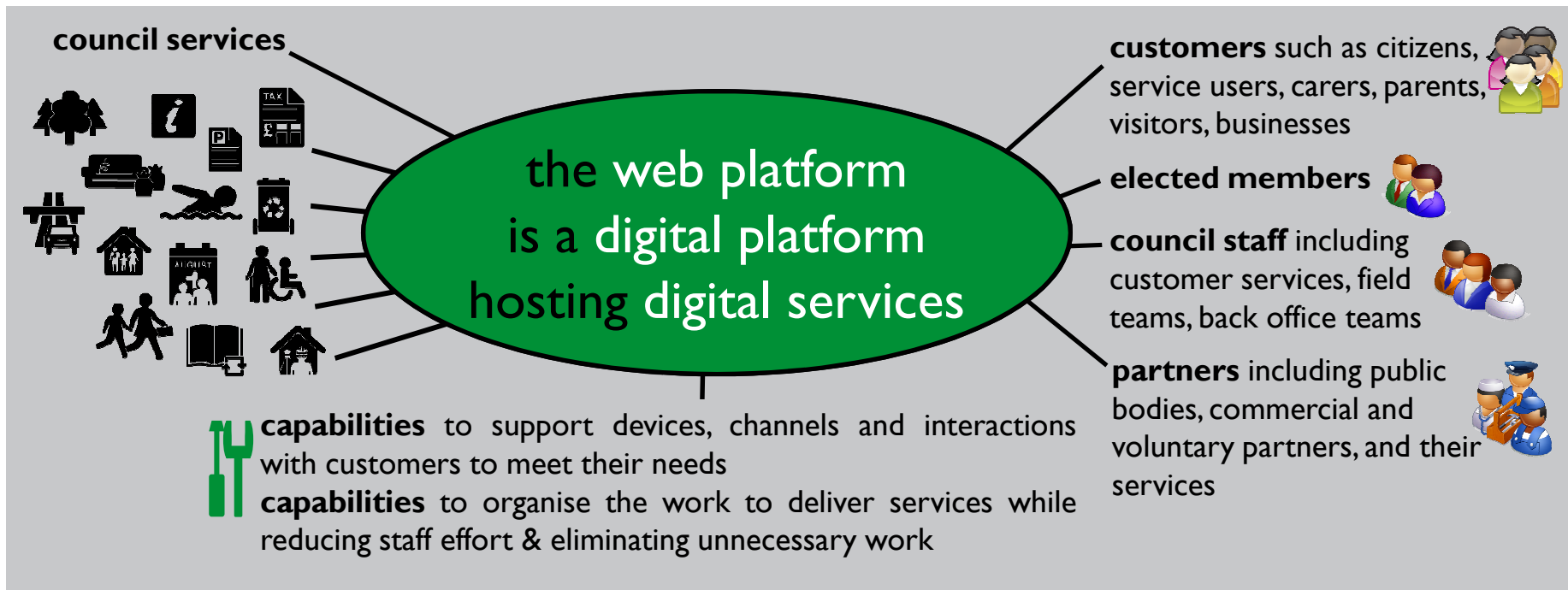


1. Procure not just a web site content management solution but an integrated set of tools to allow development of content, forms and workflow to provide digital services to customers.
2. Use this solution to replace not just our web site and forms capability but our CRM tools too. In this way we simplify our systems supporting customers and all customers benefit from digital service delivery improvements even if they visit the shop or call the contact centre.
3. Ensure that the chosen tools can be productively used by service staff to own and maintain content, forms and workflow. In this way we empower staff to deliver responsive customer service and limit the need for additional linked sites providing other features that should be on [www.plymouth.gov.uk](http://www.plymouth.gov.uk).

# Digital Delivery



We have bought a platform to run “Digital Services” for the Council.



The purpose of the web platform is to connect customers, staff and partners to our services in a way that meets their needs whilst reducing staff effort and eliminating unnecessary back-office work.

# Benefits



1. Massive reputational improvement for the Council as it moves to provide services using 21<sup>st</sup> Century capabilities
2. Accessibility and availability of services to customers 24/7 over devices from smart phones to smart TVs
3. Improved content management capabilities for Council services will allow for consolidation of linked sites back into [www.plymouth.gov.uk](http://www.plymouth.gov.uk) – offering savings, single sign in and standard customer experience
4. Digital services allow for automated measurement of the service delivered to the customer
5. The platform will offer the capability to provide digital services internally across the Council and with partners to further improve our customer service
6. Allows us to deliver on the promise of the Customer Strategy approved in November 2014

# There are also other customer service improvements



# Library Service Improvements



Identifying, exploring and reviewing opportunities to improve the library service

Enhance Customer Services, opening hours, volunteering and fee arrangements

Implement and market the improvements to the Library Service



**At present the project is still identifying and reviewing the opportunities and options for change within the library service, communicating with key stakeholders and establishing the scope and plans for change.**



# Registration Service Improvements



**The project is now beginning to plan to deliver a number of the improvement work streams identified and evaluated and it is anticipated that a number of the work streams will be delivered this year.**

# Potential Customer Service projects in the next 12 months



Over the next 12 months the Customer Service Transformation Programme will continue to progress the:

- Digital Delivery Project;
- Revenues and Benefit's Service Improvements;
- Library Service Review;
- Registration, Bereavement and Coroner Service Review.

In addition the Programme will commence projects around:

- Further service reviews;
- Web migration activities.